

**EDUCATION ADVISORY BOARD MEETING  
100 NORTH ANDREWS AVENUE, 1<sup>ST</sup> FLOOR CHAMBERS  
FORT LAUDERDALE, FLORIDA  
THURSDAY, NOVEMBER 20, 2014 – 6:30 P.M.**

<b>Members</b>	<b>Attendance</b>	<b>April 2014- APRIL 2015</b>	
		<b>Present</b>	<b>Absent</b>
Edna Elijah, Chair	P	6	1
Austin Scott, Vice, Chair	P	7	0
Gregory T. Boardman	P	6	1
Towana Bonaparte	P	3	1
Maureen S. Dinnen	P	4	3
Rochelle Horowitz	P	5	2
Deniece Jones	P	5	1
Jennifer L. Kimmey	P	6	1
Dr. Magdalene Lewis	A	1	6
Wayne Neunie	A	2	5
Dr. Maureen Persi	A	5	2
Catherine Pliess	A	4	2
Lillian Small	A	0	7
Shelby Smith	P	7	0
S. Carey Villeneuve	P	3	0

**Appointed Members to the Board: 15  
Needed to constitute a quorum: 8**

**Staff**

Junia Robinson, Neighbor Support and Staff Liaison

- I. Opening – Chair, Edna Elijah**
- II. Attendance by Roll Call – Chair, Edna Elijah**

**Determination of quorum**

As of this date, November 20th, 2014 there are 15 appointed members to the board, which means 8 would constitute a quorum. At this time, there is a quorum.

- III. Approve minutes (October 16th, 2014)**

**Motion** by Mr. Boardman, seconded by Mr. Smith, that the said minutes for October 16th, 2014 be approved. In a voice vote, the motion passed unanimously.

**IV. Guest Introductions: Petula C. Burks, Public Affairs Officer**  
**Monique J. Damiano, Public Information Specialist**  
**Office of the City Manager, Public Affairs**

Junia Robinson, Staff Liaison introduced the Public Affairs staff to share information about their office and to answer any questions regarding marketing ideas for City schools. Monique Damiano began the discussion by saying the office of Public Affairs (PAO) is the internal and external communication office for programs and services. Ms. Damiano said the office has a “plethora of communication tools which is at no cost to the city or the residents. Things like our website channel 78; I don’t know if you ever looked at it, lots of social media like next-door”. Ms. Petula Burks added that they are also on twitter, Facebook, google and Instagram. In addition to the social media tools, the Public Affairs office creates the City of Fort Lauderdale newsletter and the Fort Lauderdale currants. The PAO office prepares media relations, public relations and marketing which includes press releases and writing proclamations. Ms. Damiano announced the City’s new website and the features. Ms. Damiano shared that she has been with the City for 14 years and Ms. Burks said she has been with the City for 8 years with an anniversary upcoming in January. Ms. Burks said “this is a great opportunity to hear from you as well”.

Ms. Damiano said both her and Ms. Burks reviewed the minutes from past board meetings and the marketing list/information provided by Junia (EAB liaison) regarding the marketing initiative. She said the first question that popped in her mind before the questions begin is “what is your goal is for all of this, your objective and what is it that you are trying to accomplish”.

Mr. Shelby Smith responded by saying “the task was based on the recent neighbor survey the City did and education seemed to be thought of as horrible in the City of Fort Lauderdale. We felt it would be important to change that because education is extremely important in the City. The list that you received was everyone saying what ways or how could we utilize to get out to the public that education is not that bad, it’s a perception issue”.

Mr. Austin Scott added on by saying “while the schools are being run on a county level by the School Board; we think we could assist them while they don’t have the staff or manpower to help facilitate things on a local level”.

Chair Elijah asked Ms. Damiano and Ms. Burks to “direct” the board on what they can do moving forward as far as “directing ourselves to the Commission regarding this matter if it’s possible”. She continued by asking the PAO office to provide information on what the board “can and cannot do”.

Ms. Damiano said that they cannot “direct” the board as to “what to do”. They can offer “suggestions” to help you but as Staff “we are not allowed to direct you”.

Mr. Smith said that he is confused because it seems that the Board is being asked to do the media. He thought as a board member, his responsibility is to make suggestions and advise the Commission to get with the Staff to do something about this issue.

Ms. Damiano said she was clarifying the role of Staff and that they are not there to “direct” the Board or to “trump the role of the School Board”.

Mr. Smith said “we as a Board are not here to tell Commission what to do or to tell the School Board what to do”. He said “we are not in that position and are only here to make recommendations”.

Mr. Smith said this is getting frustrating with the issue at hand and “how did we get this reputation and we need to try and correct it”.

Ms. Burks responded by saying there office has a “common curtesy” for the Broward school board media relations office and this would have to be “deferred” to the School board’s (BCPS) media relations office. She continued by suggesting that her office can share the “good news” provided by BCPS media relations office but they have to respect their office. In the past the City has shared school report information, proclamations and other matters that champion what BCPS’s are doing” however; the City cannot circumvent the BCPS authority.

Ms. Damiano suggested to the Board as they get “good stories and positive information” about City schools to forward to the City through your liaison”. She said her office can post these stories on the City website and other forms of communication. She also suggested Home owners association newsletters are another type of exposure to market good news about City schools.

Chair Elijah said “we have been talking about logos and marketing initiatives and you are telling us that you can only make suggestions in reference to our discussions. “What information or suggestions can you give us on the 2 topics that I just mentioned?”

Ms. Damiano responded to by saying the board should have a logo that is communicating something. It shouldn’t conflict with something else, “we have a City logo and you are a City board under the City umbrella. The school board has a logo and that communicates for school board, now if you take those 2 logo’s and put them on a communication that shows a very strong public partnership from 2 very identifiable organizations. If another “random” logo is thrown in; this will start “confusion and it would have to be a very strong logo that communicates what you are trying to do”.

Ms. Towana Bonaparte said she agrees with Ms. Damiano and “we should push the good news under the City logo for Lauderdale or Stranahan high schools.

Ms. Deniece Jones said she also agrees with Ms. Damiano and feels the Board should be “clear on all of this”.

Ms. Burks suggested that the Board encourage the City Commission to stay in direct connection with BCPS to create continued open dialogue.

Chair Elijah said that she recently spoke to Dr. Rosalind Osgood, BCPS board member and invited her along with some Principals to the EAB meetings to

discuss the School Success Opportunity Schools (SSOS) and the positive achievements.

Ms. Damiano suggested the Board contact the Broward Alliance or Convention bureau to see how they could help market City schools.

The Board thanked both Ms. Damiano and Ms. Burks for attending the EAB meeting and providing information and suggestions on marketing initiatives.

## **V. Current business**

### **A. Board Member updates**

Mr. Gregory Boardman shared that he attended the ED Talk event hosted by BCPS on Saturday, November 01<sup>st</sup>. He said he saw Board member Mr. Shelby Smith but was not able to speak with him due to the Sunshine Law. Mr. Boardman shared the event was very nice and well attended. Ms. Jennifer Kimmey said she was also in attendance as well as Staff liaison Junia Robinson.

Mr. Boardman also thanked the Board because the \$800 million school bond project recently passed with 75% votes in favor of bond. He said “our communication to Commission in support of the bond helped push the community in favor of the bond project”. Mr. Boardman said he was very proud of the Board for taking on this initiative.

Chair Elijah asked Mr. Boardman if there were any updates about a “committee to oversee” this project by the school board. Mr. Boardman replied “this will be an oversight committee that will be very diverse and the committee’s responsibility is to ensure that the \$800 million general obligation bond be spent in a manner that’s consistent with the needs assessment was presented”.

Mr. Boardman concluded by saying the Fort Lauderdale High school project is almost done with 2 buildings already done. He encouraged the board to visit the school if possible and offered to host the meeting at the school and the minutes will be recorded.

Staff Liaison, Junia Robinson said she will follow up with the Clerk’s office and City Attorney’s office.

### **B. BCPS updates – Charles Webster**

Mr. Webster was not able to attend the meeting but sent a message through Junia Robinson thanking the Board for their endorsement of the \$800 million bond project.

### **C. City Staff update- Junia Robinson**

Junia shared an invitation from School Board member Heather Brinkworth, District 3 for her swearing-in ceremony which was November 18<sup>th</sup> at 9:00AM.

Junia also discussed the ED TALK event and announced Neighbor Support night scheduled for Thursday, February 12<sup>th</sup>. She asked Board suggestions for Neighbor Support Night to get school involvement through essays or art contest.

## VI. Communication to City Commission

Junia shared with the Board that based on Staff feedback, the communication to Commission below needs more clarification and explanation. Mr. Boardman said “based on the conversations earlier it seems like the logo idea wasn’t a good one anyway, so I would like to make a motion that we pull this communication off the raider screen so to speak and we could come up with maybe a new one in a future meeting after we kind of figure out what direction we are going to with regards to the marketing initiative”. **MOTION** by Mr. Boardman, seconded by Ms. Jones to pull the Communication to City commission until further notice. The board unanimously approved the motion.

Mr. Shelby Smith said “when we had the marketing people here, it seems as if they were telling us that we need to do the marketing. I don’t believe that’s what this Board is qualified to do. We were only making a recommendation to the Commission that we feel that they need to make a priority to look into and to enhance the perception that the Fort Lauderdale school system has.

Ms. Deniece Jones said that the Board needs to have a clear purpose on “what we want to do”. She suggested a promotional thing with good things that happen in the schools.

Mr. Boardman suggests that the Board “authors a new recommendation to the City Commission. He said the Board should come back “the next time we meet and draft some ideas and brainstorm for a good communication”. The Board agreed with Mr. Boardman’s suggestion.

Mr. Austin Scott said that his thought is to have a blog about schools in the City of Fort Lauderdale. He shared in detail his idea for the blog which will include public and private schools.

Mr.S.Carey Villeneuve asked if the Board will be meeting in December because he has something to discuss and the meeting is about to adjourn. Mr. Boardman made a **MOTION**, seconded by Mr. Smith to allocate five more minutes to the meeting to allow Mr. Villeneuve to share his concerns.

Mr. Villeneuve said there is a citizen’s proposal that is being put on right now to change Virginia Shuman Young into a neighborhood school. He is asking the Board to support a Motion regarding this proposal. The board suggested there be more explanation regarding this topic before making a motion. The board is asking for more information from BCPS staff.

**VII. New Future Business**

Invite a guest from BCPS to discuss the Virginia Shuman Young boundary proposal.

**VII. Next Meeting and Closing**

The next meeting December 18<sup>th</sup>, 2014

City Hall, 8<sup>th</sup> floor conference room

Chair Elijah adjourned meeting at 8:45 P.M